

---

# Contents

<b>1</b>	<b>How You Learn to Successfully Negotiate . . . . .</b>	<b>1</b>
1.1	What Is Basically at Stake in Negotiating? . . . . .	1
1.2	How Can You Measure the Success of a Negotiation? . . . . .	2
1.3	The Biggest Mistake that You Can Commit While Negotiating . . . . .	5
1.4	Your Personal Negotiation: Competitive Versus Cooperative Bargaining . . . . .	6
1.5	Understand Negotiation as a Process . . . . .	10
<b>2</b>	<b>Prepare for the Negotiation in Advance . . . . .</b>	<b>13</b>
2.1	Without Goals It Does Not Work . . . . .	15
2.2	Where Does the Other Stand? . . . . .	17
2.3	The Personal Style: Recognize Yourself and Others . . . . .	23
2.4	Create the Perfect Atmosphere . . . . .	27
<b>3</b>	<b>Gain Self-Motivation Through the Right Attitude . . . . .</b>	<b>33</b>
3.1	The Right Mood and Attitude . . . . .	33
3.2	Sources of Motivation . . . . .	37
3.3	Thoughts Are a Two Way Street . . . . .	38
<b>4</b>	<b>Create Confidence and a Positive Basis for Discussion by the Proper Greeting . . . . .</b>	<b>41</b>
4.1	First Impressions . . . . .	41
4.2	Clothes Make the Man . . . . .	42
4.3	The Well Chosen Handshake and the Proper Greeting . . . . .	43
<b>5</b>	<b>Find Out the Objectives of Your Negotiating Partner . . . . .</b>	<b>47</b>
5.1	Be Aware of the Importance of Body Language . . . . .	47
5.2	Who, How, What? Anyone Who Does Not Ask Remains Stupid . . .	56
5.3	Listening Is Also an Art . . . . .	58
<b>6</b>	<b>Always Negotiate with a Sense of the Benefits for Your Negotiating Partner . . . . .</b>	<b>63</b>
6.1	Be a Problem Solver, and Provide Individual Benefit . . . . .	64
6.2	Take the Self-esteem of Your Negotiation Partner into Account . . .	68
6.3	Be Aware of the Different Levels of Communication . . . . .	70

---

6.4	Use the Power and Magic of Language . . . . .	74
6.5	Use the Secret Psychology of Influence . . . . .	78
6.6	Make Use of Feedback Techniques to Improve Negotiations . . .	95
6.7	Help Your Negotiators to Convince Themselves . . . . .	98
<b>7</b>	<b>How to Respond to Objections and What to Do</b>	
	<b>When It Gets Tough . . . . .</b>	<b>101</b>
7.1	Regard Every Objection as a Means to a Successful Conclusion . . . . .	101
7.2	How to Meet Objections Effectively . . . . .	102
7.3	What to Do if the Partner Is Unfair . . . . .	104
<b>8</b>	<b>Special Aspects of Price Negotiations . . . . .</b>	<b>107</b>
8.1	Why It Pays Off to Enforce Prices . . . . .	107
8.2	Benefit-Oriented Sales and Higher Prices Through Higher Value . . . . .	111
8.3	Create Alternatives, and Create a List of Concessions . . . . .	114
<b>9</b>	<b>To Come to a Good Conclusion . . . . .</b>	<b>119</b>
9.1	To Ensure the Success of the Negotiation . . . . .	119
9.2	What to Do If the Negotiators Still Hesitate? . . . . .	120
9.3	Negotiating the Relationship . . . . .	121
<b>10</b>	<b>After the Negotiation Is Before the Negotiation . . . . .</b>	<b>125</b>
10.1	Analyze the Satisfaction of Your Negotiation Partner . . . . .	125
10.2	Reflect on the Transaction, and Document the Results . . . . .	125
10.3	Maintain and Use the Relationship . . . . .	126
	<b>Final Word: Practice Makes Perfect . . . . .</b>	<b>129</b>
	<b>Give Me Your Feedback! . . . . .</b>	<b>131</b>
	<b>About the Author . . . . .</b>	<b>133</b>
	<b>Bibliography . . . . .</b>	<b>135</b>

The Hidden Rules of Successful Negotiation and  
Communication

Getting to Yes!

Opresnik, M.O.

2014, XIV, 136 p. 16 illus., Hardcover

ISBN: 978-3-319-06193-1